PRESS RELEASE

Guide Released on Newborn Care Specialist Qualifications

The Newborn Care Solutions Agency

October 20, 2025

The Newborn Care Solutions Agency, a provider of CACHE-certified newborn care specialists, today released comprehensive guidance helping families understand critical differences between certified newborn care specialists, night nannies, and the commonly misused term baby nurse. This educational initiative addresses widespread confusion in the postpartum care market, where terminology inconsistencies can lead families to hire underqualified caregivers during their infant's most vulnerable period.

The confusion stems from common terms like baby nurse and night nurse, phrases many families use when searching for overnight newborn care. However, unless a caregiver holds RN or LPN/LVN medical licensing, these terms are technically incorrect and can be misleading. The Newborn Care Solutions Agency helps families understand what qualifications to seek and what questions to ask when hiring postpartum support. Families can access the comprehensive guidance at thencsa.com or contact the agency at (602) 695-6775.

"We frequently hear from families who thought they hired a baby nurse only to discover their caregiver has no formal training, no certification, and sometimes no relevant experience beyond caring for their own children," said Tonya Sakowicz, founder of The Newborn Care Solutions Agency and former co-president of the International Nanny Association. "The term baby nurse implies medical training, but unless someone is an RN or LPN/LVN, they're not actually a nurse. What families typically need are certified newborn care specialists who have completed rigorous, accredited training programs."

A certified newborn care specialist, or NCS, is a professional who has completed formal training through an accredited program like CACHE International, covering infant development, safe sleep practices, feeding techniques, postpartum support, and family dynamics. NCS professionals typically work eight to twelve hour shifts, often overnight, and focus on establishing healthy routines while educating parents.

A postpartum doula provides non-medical support for the entire family after birth, focusing on maternal recovery, emotional support, light household tasks related to baby care, and sibling adjustment. Postpartum doulas typically work four to eight hour daytime shifts and emphasize family well-being alongside infant care.

The term night nanny is commonly used but technically imprecise for a newborn care specialist who works overnight shifts. The accurate term is overnight newborn care specialist, as nannies traditionally provide ongoing childcare for older children rather than specialized newborn support. The colloquial term baby nurse should only apply to RN or LPN/LVN nurses who provide medical care to infants.

The Newborn Care Solutions Agency prioritizes specialists certified through CACHE International, the gold standard in newborn care education. CACHE certification ensures comprehensive training covering evidence-based infant care practices, current safe sleep guidelines from the American Academy of Pediatrics, lactation support and feeding problem-solving, recognition of postpartum mood disorders, professional boundaries and family communication, and emergency protocols including infant CPR.

"When we place a CACHE-certified specialist with a family, they're not just getting someone with experience," Sakowicz said. "They're getting someone who understands the why behind best practices and can adapt their approach based on current research and each family's unique situation."

The agency's proprietary vetting process includes comprehensive background checks conducted by third-party specialty companies, professional reference verification from previous families, in-depth interviews assessing communication skills and emotional intelligence, proprietary internal skills assessment covering safe sleep and feeding knowledge, and validation of current CPR, First Aid, and other relevant certifications.

The educational initiative addresses several widespread misconceptions. Training varies dramatically among postpartum caregivers, from rigorous CACHE International programs to brief workshops or no formal training at all. While experience is valuable, it does not guarantee knowledge of current best practices, as safe sleep guidelines and infant care protocols evolve based on new research.

Personal referrals often bypass professional vetting, background checks, and credential verification. Professional agencies conduct thorough screening that individual families cannot easily replicate. Not all newborn care agencies provide the same service, with some simply providing contact information without vetting while others charge ongoing hourly fees on top of specialist wages.

The agency recommends families ask potential caregivers about formal training program completion, current certification status with documentation, current CPR and First Aid certification, experience with situations similar to the family's needs, methods for staying current with best practices, and approach to sleep training and safe sleep.

While certified newborn care specialists typically command rates from thirty-five to fifty-five dollars or more per hour depending on location and experience, families consistently report significant return on investment including better sleep for the entire family, faster postpartum recovery, successful feeding routines, and increased parental confidence.

The Newborn Care Solutions Agency provides complimentary consultations to discuss specific needs, explain care options, review specialist qualifications, and outline the matching process. Interested families can schedule a complimentary consultation at thencsa.com or call (602) 695-6775.

About The Newborn Care Solutions Agency

https://www.youtube.com/watch?v=d14UQgvIDbg

The Newborn Care Solutions Agency is the only newborn care placement agency founded by an internationally accredited training provider. Founded by Tonya Sakowicz, former co-president of the International Nanny Association and creator of a CACHE-accredited newborn care training program, the agency maintains the industry's highest standards for specialist vetting and family matching. The agency serves families nationwide with overnight care, twin support, premature infant specialists, and comprehensive postpartum services. For more information, visit thencsa.com or call (602) 695-6775.

MEDIA CONTACT

602-695-6775
agency@newborncaresolutions.com
Phoenix, Arizona